



HomeAid
Orange County

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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HOMEAID ORANGE COUNTY EXTENDS OPPORTUNITIES FOR BUILDERS TO BE A PART OF THE 19th ANNUAL PROJECT PLAYHOUSE®

IRVINE, Calif. (Feb. 9, 2010) – HomeAid Orange County is launching their signature fundraiser Project Playhouse® and inviting builders to be a part of a six week event that draws millions of visitors to Irvine Spectrum Center® to view the magnificent creations of playhouse builder teams. Participants' craftsmanship will be showcased to the public beginning Saturday, July 31 and ending with the live public auction on Saturday, Sept. 11. Participating builders will receive media coverage; prominent signage; event advertising; prestigious award opportunities and a special VIP party honoring contributors. All proceeds benefit HomeAid Orange County's mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives.

Project Playhouse debuted in 1992 and for 18 years renowned Southern California homebuilders, trades, architects and designers have participated in Project Playhouse helping to raise more than \$5 million which has enabled the 20 year old non-profit organization to build or renovate 44 housing developments for homeless men, women and children.

One of Southern California's leading homebuilders, William Lyon Homes, has consecutively built award winning playhouses for Project Playhouse since the event premiered in Orange County. Returning again this year, Tara Morenc, Director of Purchasing expressed, "William Lyon Homes is not just a builder. We build communities and feel it is important to give back to the community. We're proud to again be a part of Project Playhouse. We feel it is the most effective way to utilize our expertise and resources and at the same time help homeless individuals and families."

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Opportunities for Builders to Join 2010 Project Playhouse®

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Other returning 2010 playhouse builders are Shea Homes, Building Industry Technology Academy (BITA), University of Southern California Irvine Facilities Management Team and McCarthy Building Companies, Inc. in partnership with CHOC Children's. If you are interested in joining this prestigious group contact Gina Scott at 949.553.9510 or email gina@homeaidoc.org to request entry forms, guidelines and participation details. Act quickly, with five spaces already filled, HomeAid will accept the first four confirmed applicants.

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About HomeAid Orange County

HomeAid Orange County is the founding chapter of a national non-profit organization with the mission to build and maintain dignified housing where homeless families and individuals can rebuild their lives. Founded in 1989 by the Orange County Chapter of the Building Industry Association of Southern California, HomeAid acts as the housing developer and liaison between service providers, community volunteers, builders and specialty contractors. To date the organization has completed 44 housing developments that serve victims of domestic violence, pregnant homeless women, abused and abandoned children, homeless adults living with HIV/AIDS and homeless families. www.homeaidoc.org